

# Western Mustangs

## Graphic Standards Manual



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## Maintaining a Strong Visual Identity

The Western Mustangs graphic standards provide support for professionals creating communications materials that present a clear and memorable impression of Sports & Recreation at Western University.

The University community is encouraged to follow these guidelines developed by the Western Communications in collaboration with Sports & Recreation.

# Preamble

The Western Mustangs logo is one of Canada's most powerful intercollegiate brands. It is also the most important symbol belonging to Sports & Recreation at Western University. It is a prominent part of our identity and branding in the marketplace, which is managed by its proprietor, Mustangs Sports Information & Communications.

All finished communication materials and products must show the Mustangs logo cleanly and plainly. The Mustangs logo must be integrated into the overall design and function of all communication materials. It must be reflected in all advertisements, promotions, events, competition apparel, merchandise and fixtures.

The Mustangs logo is a registered trademark, exclusive to Sports & Recreation. No person and/or organization may use the Mustangs logo or an image confusingly similar to it without written approval from Mustangs Sports Information & Communications within Sports & Recreation at Western University.

To submit a request, please contact:

**Mustangs Communications**  
communications@uwo.ca

# Brand Overview

The brand is “Western Mustangs.” Our brand promise is to engage the mind, elevate the spirit, and promote excellence, in all aspects of athletic and academic achievement. We value our traditions, but constantly innovate for a strong future - this sets the standard for how we communicate with anyone who interacts with Sports & Recreation. We are a premier sports and entertainment brand that brings people together, and connects them socially and emotionally as a ‘Mustang’.

## **The Positioning Statement**

Western provides the best student experience among Canada’s leading research-intensive universities. Sports & Recreation is an integral component of that experience.

## **The Key Supporting Messages**

- Western has nationally and internationally celebrated student-athletes who bring tradition and excellence through both academic and athletics excellence to the University.
- Athletics provides students with opportunities for leadership and personal growth.

## **Western Not UWO**

When referring to Western University in short, we refer to it as “Western” and not “UWO”. This should be reflected in communications materials and websites. The only exception occurs within related University website URLs and email addresses.

## **Basic Elements**

There are four basic elements that make a successful, well-branded print or electronic communications piece. These elements include:

- The Mustangs logo
- Western’s two main colours (purple and white);
- The Mustangs official fonts (Benton Sans and Aachen Bold); and
- Professional photography with Western student athletes and staff

If any of these elements are missing from even the smallest project, our powerful brand is weakened.

## **Literature Overview**

In all cases, from small three-fold brochures to larger full-colour glossy game day programs, it is important that all printed materials be produced at a high quality and in a professional manner using the four basic elements outlined above.

Mustangs Sports Information & Communications can help develop print materials. Talented designers, printers and photographers can assist, and help ensure brochures are professional and pleasing to the eye.

## 1.1 About the Logo



### The Mustangs Logo

The Mustangs logo is one of the most recognizable symbols for Western University. It is unique to Western and the world. The Mustangs logo captures the unique persona of Western's athletic and recreational programs and helps differentiate Western from other Canadian universities in intercollegiate sport.

Units belonging to Sports & Recreation are encouraged to use the Mustangs logo on as much print and electronic media as well as clothing and other items as possible. However, it is crucial that only officially approved versions of the logo be used according to these guidelines. The Mustangs logo should never be manipulated or redrawn in any way. The logos should be reproduced only in approved sizes and colours.

### The Logo – 'True Form'

The Mustangs logo is most effective when used on a white background. It is also important to note that the Mustangs logo should not be reproduced in any colour other than the specified Western purple or white. The logo can, of course, be reproduced in black and white.



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The Mustangs logo is available at [communications.uwo.ca/comms/western\\_brand/vis\\_toolkit/mustang\\_logo.html](http://communications.uwo.ca/comms/western_brand/vis_toolkit/mustang_logo.html)

NOTE: It is best to use EPS and TIF files when producing print materials.

## 1.2 Junior Mustangs



### Junior Mustangs

The Junior Mustangs brand, logo and name is an important sub-brand of the Western Mustangs and as such should follow the same guidelines ensuring the logo is always used in accordance with all Western Mustangs policies.

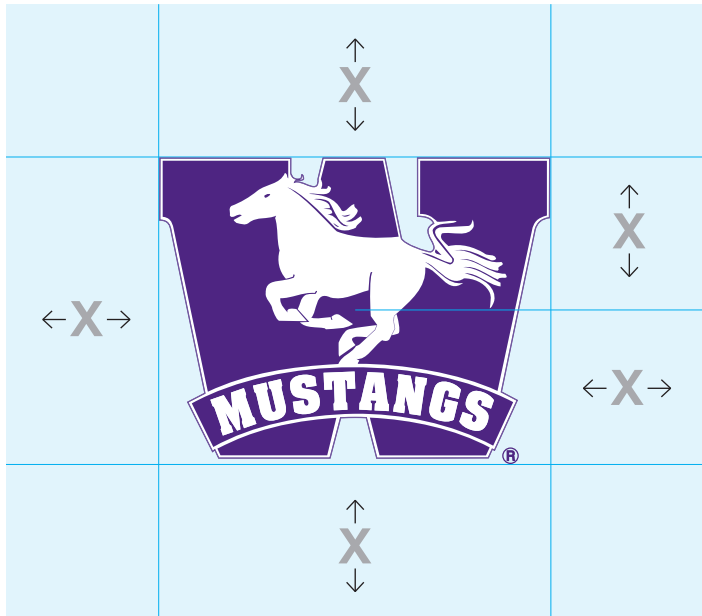
The Junior Mustangs logo is a registered trademark, exclusive to Sports & Recreation. No person and/or organization may use the Junior Mustangs logo or an image confusingly similar to it without written approval from Mustangs Sports Information & Communications within Sports & Recreation at Western University.

To submit a request, please contact:

**Mustangs Communications**  
communications@uwo.ca

# 1.2 Clear Space and Minimum Size

## Clear Space

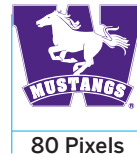


x = Half the height of the logo

## Minimum Print Size



## Minimum Web Size



## Clear Space

The logo must be placed within a specific isolation area. This will give the logo presence when used in combination with other identities or graphic elements.

In all cases, the Mustangs logo must have a clear space equal to half the height of the logo all the way around.

## Minimum Sizes

Minimum sizes of the logos have been established to maintain legibility.

In print, the Mustangs logo should never run smaller than half an inch from the front of the "M" to the end of the "S" in the word Mustangs.

For web, the Mustangs logo should never run smaller than 80 pixels wide.



## 1.3 Usage Guidelines



The Mustangs logo must not be combined or integrated with any other logos or graphic elements without written consent from Mustangs Sports Information & Communications



The Mustangs logo must always face to the left and must appear parallel to the top of the page or screen. The logo must not be flipped, angled and/or rotated



The Mustangs logo must not be altered or distorted in any horizontal and/or vertical dimension



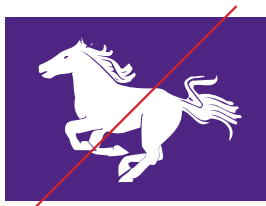
The Mustangs logo must not be used as a background for text



The Horse should never be used in purple.



The integrity of the Mustangs logo must remain intact and distinctive when printed over photographs or other images



The Mustangs logo must not be deconstructed in any way and the horse must not be used separately without written consent from Mustangs Sports Information & Communications

## Usage Guidelines

These examples show improper usage of the logo. Any change from the approved logo is not permitted.

- Do not use the Mustangs logo to promote an event or service that is not officially sponsored by Western Sports & Recreation via its entity Mustangs Sports Information & Communications;
- The Mustangs logo is registered by Sports & Recreation through Western Communications. The registered trademark symbol must appear on all Mustangs logos at the outside of its lower right corner;
- The Mustangs logo must not be animated;

Mustangs Sports Information & Communications reserves the right to revise any items listed above for the expressed used in its marketing campaigns.

## 2.1 Colour Palette

### Primary Colour Palette



**Purple**

**PMS:** Pantone 268

**CMYK:** C.82 M.100 Y.0 K.12

**RGB:** R.79 G.38 B.131



**Gray**

**PMS:** Cool Gray 10

**CMYK:** C.0 M.2 Y.0 K.60

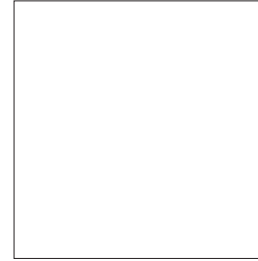
**RGB:** R.128 G.127 B.131



**Black**

**CMYK:** C.0 M.0 Y.0 K.100

**RGB:** R.0 G.0 B.0



**White**

**CMYK:** C.0 M.0 Y.0 K.0

**RGB:** R.255 G.255 B.255

### Colour Palette

The official colour for the Mustangs logo is Pantone™ 268 purple. It is best to use the Solid Uncoated Pantone™ 268 in all instances to best communicate the true Western purple. It is crucial that only the official Western purple is used to reproduce these logos.

Purple is the most dominant colour that makes the Western Mustangs logo unique from other universities. Gray can also be used sparingly when producing communications materials. It is best to use the solid uncoated Pantone™ in this instance as well.

Silver as an accent colour should never be used on official stationery.

Please note these Pantone™ colours are not accurately represented in digital form. Pantones™ are only truly represented in printed materials where these Pantones™ have been specified. When producing items to be used in electronic form such as PowerPoint it is best to work in the RGB colour space.

NOTE: When printing items from these guidelines on an inkjet printer, it is important to know the colour representation will not be accurate. The only true way to achieve accurate colour representation on important projects is to have them professionally printed.

## 3.1 Typography: Benton Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%\$#@&

Benton Sans Bold

## Typography: Benton Sans

The primary font to be used is Benton Sans.

Benton Sans Light and Book are the preferred weights for body copy in publications.

Benton Sans Medium and Bold should be used for heads, sub-heads and call-outs. Do not set entire documents or paragraphs in Benton Sans Medium or Bold.

Benton Sans Bold should not be used for typesetting of large sections of body copy.

## 3.2 Typography: Aachen Bold

**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890%\$&**

Aachen Bold

### Typography: Aachen Bold

The font used in the Mustangs logo is Aachen Bold. This font can be utilized for apparel and select headline copy within Sports & Recreation.

For example, this font must be used if the text "Mustangs Basketball" was to appear on the front of a t-shirt. Any departure from the guidelines within this section without prior approval from Mustangs Sports Information & Communications within Sports & Recreation at Western is prohibited. Western standards should be used in all other cases (e.g., website, print etc.).

## 3.2 Typography: BigNoodleTitling

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890%\$&**

BigNoodleTitling

### Typography: BigNoodleTitling

In some instances this font is used as an alternative to Aachen Bold for copy on uniforms, such as typesetting player names.

## 4.1 Photography



### Photography

Every picture tells a story, so careful consideration of photography when producing promotional materials for the University is important. Photography can be used in various ways, from purely informative (showing the campus, buildings) to inspirational images used to promote a prospectus or as part of a campaign.

Not every project will warrant commissioning new photography, but do consider that larger projects (e.g. brochures, campaigns, displays, etc.) would benefit from the creativity and control you have when you involve good designers and photographers. The consistency of style, colour and tone is important across a series of images and commissioning one photographer to take all the photos for a specific project helps keep a consistent overall feel.

As a general rule, try not to use images that have come from a wide variety of sources on the same project. It can be glaringly obvious when you have one professional high resolution image and another taken by a camera phone or departmental digital camera.

The University is best represented in a natural, bright and 'real' way with clarity and honesty. As a rule, we only use real Western people including student athletes, recreation facility users and Sports Western campers to name a few. Whenever possible, current students and current student athletes should be used for photography in our

Continued >>

## 4.2 Photography Continued...

communications materials – it is an important part of telling an open and honest story about what really makes Sports & Recreation special. When taking photos of people, strive for eye contact.

Finding the right image can be difficult, and finding the right image on a budget means that a four page leaflet doesn't always justify a photo shoot.

Please contact Mustangs Communications ([communications@uwo.ca](mailto:communications@uwo.ca)) for access to an enhanced database of images or where applicable, booking our professional photographer.

### Image Resolution

It is important that you are aware of resolution and file size when you are dealing with digital images. The basic rules are:

- images used for printed materials need to be a minimum of 300 dpi (dots per inch)
- images used for websites need to be 72 dpi

These simple principles can be applied to all images that you source or are supplied. Apart from these basic rules there can be a lot of

details to consider when assessing digital imagery needs. For example, exhibition panels require huge image sizes to achieve the right quality. We recommend that if you're in any doubt you should seek advice from Mustangs Sports Information & Communications.

Sports & Recreation has established a good working relationship with several local photographers and can provide quality advice to suit your needs.

### Logo and Photographs

The Mustangs logo can be used over top of photographs. To do this properly you must ensure the area around the logo is clear. Only use the logos on background images that are high in contrast or have an even tone.

### Photo Permission Forms

When taking photos, it is very important to have a written consent of the subjects whose photo you are taking. Staff and faculty conducting photoshoots can visit [communications.uwo.ca/comms/western\\_brand/vis\\_toolkit/photography.html](http://communications.uwo.ca/comms/western_brand/vis_toolkit/photography.html) to download and print forms for your subjects to sign.

## 5.1 Ordering Stationery

Stationery is one important way to communicate a coherent visual identity. In some cases, an item of stationery will be the first thing someone receives featuring the Western Mustangs identity.

The items on the following pages are standardized and ready to order.

NOTE: To acquire Microsoft Word templates for electronic letterhead, memos, facsimile sheets and name badges as well as PowerPoint templates, please contact [communications@uwo.ca](mailto:communications@uwo.ca).



## 5.2 Stationery: Business Cards

Mustangs Business Card: Front



\* When including a descriptor in the title, parenthesis should be used.  
Ex. Administrative Assistant  
(Financial Services).

\* 'Office of', 'Department of' and  
'Faculty of' have been removed  
from all unit names to be concise  
and to conserve space.

Mustangs Business Card: Back



## Stationery: Business Cards

Business cards feature the Mustangs logo on the front and the Western logo on the back.

The business card contact information is set in Benton Sans Book, 7.5 pts on 9.25 pts leading. The name is set in Benton Sans Medium.

There is a 0.0625" "space after" the email address.

The address information is set in Benton Sans Book 6.5 pts on 8.5 pts leading. "Western University" and the department name are set in Benton Sans Medium.

Do not alter the nomenclature shown here.

**Business card information should always be as follows:**

Name, Accreditations  
Job Title  
Job Title Continued (if necessary)  
Email Address

Western University, Department  
Building Information  
University Address Information  
Telephone, Fax and Website Information

## 5.3 Stationery: Letterhead

Mustangs Letterhead



\* 'Office of', 'Department of' and 'Faculty of' have been removed from all unit names to be concise and to conserve space.

## Stationery: Letterhead

### Margins:

Left: 1.125"

Right: 1.125"

Top: 0.5625"

Bottom: 0.625"

Letterheads should all lead with the Mustangs logo in the top left and end with a horizontal Western logo in the bottom right.

The address information at the bottom of the page is set in Benton Sans Book 7.5 pts on 9.5 pts leading. "Western University, Department/Unit" is set in Benton Sans Medium.

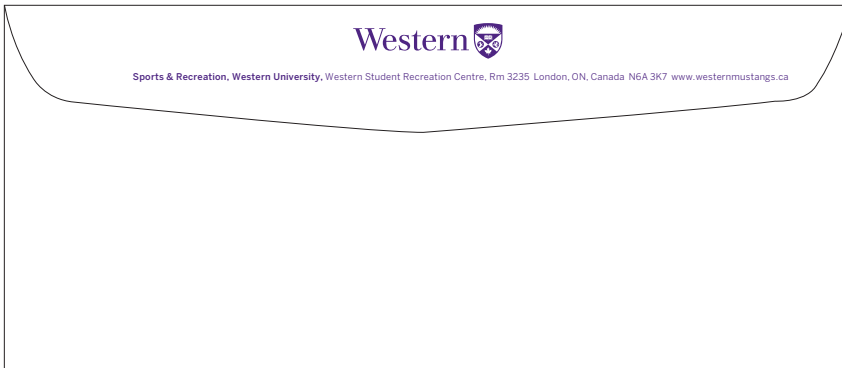
Department names are right-justified in the top right and are set in Benton Sans Medium at 10 pts on 12.25 pts leading .

## 5.4 Stationery: Envelopes

### Mustangs Envelope



Envelope: Front



Envelope: Back  
(standard-flap #10 envelope)

\* 'Office of', 'Department of' and 'Faculty of' have been removed from all unit names to be concise and to conserve space.

## Stationery: Envelopes

### Margins:

Left: 0.5"

Top: 0.5"

Envelopes should all have the Mustangs logo on the front and the Western logo on the back flap.

## 6.1 Applications of the Logo: Uniforms



Home Uniform



Away Uniform

### Uniforms

The ideal format for team uniforms is white home and purple away. Purple and white should be the most used colours on a uniform. "WESTERN" name mark in Aachen Bold or BigNoodleTitling on the front and Mustang logos on the sleeves, back or elsewhere on the uniform is preferred as the uniform is an external marketing tool and should be used to maximize recognition of the brand to our target market (e.g., potential students). Gray should be used as a supplement over any other colour whenever possible.

## 6.2 Applications of the Logo: Merchandise



### Merchandise

If you are producing merchandise that uses the Mustangs logo you must consult with the Western Book Store or Western Sports & Recreation. Items that will be re-sold will be charged a royalty fee to the University. For further information please contact the General Merchandise Buyer from the Western Book Store. All products, whether for sale or to be used as gifts, should adhere to the guidelines (i.e. fonts, colours, etc.), outlined in this document.

## 7.1 Mustangs Alumni Graphics Policy



Example A



Example B

### Mustangs Alumni Graphics Policy

Any Western Sports/Athletics Team or General Alumni group affiliated with Western Sports & Recreation, must be an official Western alumni group (approved by Western Alumni Relations and Western Sports & Recreation), and must formally request to have a Mustangs Alumni graphic created.

Requests for a Mustangs Alumni Graphic must be submitted to Mustangs Communications at [communications@uwo.ca](mailto:communications@uwo.ca). Not all requests for graphics will be approved. Graphics will be created by Sports & Recreation Mustangs Communications ONLY. Graphics are for use ONLY for alumni communications and may not be used for advertising and marketing outside of alumni communications, or for any merchandise or branding activity.

Only the official Mustangs logo may be used for advertising and marketing (merchandise or branding) purposes, with approval of the Western Sports & Recreation area.

Groups that want to include their team name in their graphic, as shown in example B, the name would need to be approved by Western Alumni and the Director, Sports & Recreation, prior to any request for graphics.

# 8.1 Miscellaneous

## Signage

A template for proper athletics and recreation signage has been established between Sports & Recreation and Facilities Management. All campus signage related to Sports & Recreation includes the Mustangs logo.

## Presentations and Exhibitions

When creating exhibition panels, it is important they are consistent with the style of all other communications materials, in order to reinforce your identity. Make sure you always use the correct typeface and logo – and never distort the logo. It is also important to consider the content of exhibition panels and banners. Try not to put too much text on panels; short, bold statements or concise bullet points work better. Imagery is important too – but make sure the panels aren't over complicated and too 'busy'. They often work best with a single strong image or graphic, supported by two or three smaller inset images. Remember exhibition panels usually act as bright, bold backdrops to events. Where possible, place the logos in opposite top corners of the exhibition panels and banners – and always follow the graphic standards guidelines included in the Basic Elements section of this document. Please consult with Mustangs Sports Information & Communications for presentation or exhibition materials.

## Web

The application of solid, consistent standards for good markup, accessibility, and graphic design for the Web is very important. Communications uses standards that are recommended by the World Wide Web Consortium (W3C) and adopted by the leading Web professionals in postsecondary institutions around the world. Mustangs Sports Information & Communications has Web templates

available for the entire Sports & Recreation community to customize to an individual unit's needs. The graphic standards outlined above for print publications must also be adhered to for the Web.

## Cartographic Section

The Cartographic Section provides custom maps and illustrations, primarily to support departmental research using a variety of cartographic, GIS and illustration software. Graduate students also benefit from this resource through annual seminars and personal consultations with the staff on such subjects as cartographic methodologies, design issues, computer file formats, and mapping software.

Cartographic Specialist: Karen Van Kerkoerle  
Social Science Centre, Rm. 2217 519.661.2111,  
ext. 82878

## Advertising

Sports & Recreation advertisements must always follow graphic standards guidelines, and include the key identity elements listed above.

Please consult Mustangs Communications when developing advertisements by emailing [communications@uwo.ca](mailto:communications@uwo.ca).

## Mascot (JW)

Usage of the Western Mustangs Mascot (JW) or any likeness, must be pre-approved by Sports & Recreation, Western University. All likenesses of JW: graphic, photo, live action, are owned by Sports & Recreation at Western University.

Requests can be submitted to Mustangs Sports Information & Communications at [communications@uwo.ca](mailto:communications@uwo.ca).

# 9.1 Glossary of Terms

## EPS

Abbreviation of Encapsulated PostScript. Pronounced as separate letters, EPS is the graphics file format used for printing documents on laser printers, but it can be adapted to produce images on other types of computer devices. This format is the standard for desktop publishing because it is supported by imagewriters, the very high-resolution printers used by companies to produce camera-ready copy. When creating clothing or other merchandise, the supplier you will work with will require the logo in .eps format.

## TIF/TIFF

Acronym for tagged image file format, one of the most widely supported file formats for graphical images on personal computers (both PCs and Macintosh computers). TIFF graphics can be any resolution, and they can be black and white, grayscale, or colour. Files in TIFF format often end with a .tif extension. TIFF files use virtually no compression and consequently have quite large file sizes. TIFF files are commonly used in desktop publishing and serve as an interface to numerous scanners and graphic arts packages.

## JPEG/JPG

Short for Joint Photographic Experts Group, the original name of the committee that wrote the standard. JPG is one of the image file formats supported on the Web. JPG is a lossy compression technique (eliminates redundant or unnecessary information) that is designed to compress colour and grayscale continuous-tone images. The information that is discarded in the compression is information that the human eye cannot detect. JPG images support 16 million colours and are best suited for photographs and complex graphics. The user typically has to compromise on either the quality of the image or the size of the file. JPG does not work well on line

drawings, lettering or simple graphics because there is not a lot of the image that can be thrown out in the lossy process, so the image loses clarity and sharpness.

## GIF

Short for Graphics Interchange Format, another of the graphics formats supported by the Web. Unlike JPG, the GIF format is a lossless compression technique (no data is lost) and it supports only 256 colours. GIF is better than JPG for images with only a few distinct colours, such as line drawings, black and white images and small text that is only a few pixels high.

## PNG

Short for Portable Network Graphics, the third graphics standard supported by the Web (though not supported by all Web browsers). PNG is an improvement on the GIF technique. An image in a lossless PNG file can be 5%-25% more compressed than a GIF file of the same image. Saving, restoring and re-saving a PNG image will not degrade its quality.

## Pixel

Short for Picture Element, a pixel is a single point in a graphic image. Computer monitors display pictures by dividing the display screen into thousands (or millions) of pixels, arranged in rows and columns. The pixels are so close together that they appear connected.

The number of bits used to represent each pixel determines how many colours or shades of gray can be displayed. For example, in 8-bit colour mode, the colour monitor uses 8 bits for each pixel, making it possible to display 2 to the 8th power (256) different colours or shades of gray.

On colour monitors, each pixel is actually composed of three dots -- a red, a blue, and a green one. Ideally, the three dots should all

converge at the same point, but all monitors have some convergence error that can make colour pixels appear fuzzy.

## Resolution

Refers to the sharpness and clarity of an image. The term is most often used to describe monitors, printers, and bit-mapped graphic images. In the case of dot matrix and laser printers, the resolution indicates the number of dots per inch. For example, a 300-dpi (dots per inch) printer is one that is capable of printing 300 distinct dots in a line 1 inch long. This means it can print 90,000 dots per square inch.

## CMYK

Short for Cyan-Magenta-Yellow-Black, and pronounced as separate letters. CMYK is a colour model in which all colours are described as a mixture of these four process colours. CMYK is the standard colour model used in offset printing for full-colour documents. Because such printing uses inks of these four basic colours, it is often called four-colour printing.

## RGB

Short for red, green, blue monitor, a computer monitor requires separate signals for each of the three colours. All colour computer monitors are RGB monitors. When using JPEG or GIF images for the Web, they need to be saved in RGB colour.

## Pantone™ (PMS)

A popular colour matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone™ name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor.



# Contact

## **Mustangs Communications**

communications@uwo.ca

## **Sports & Recreation, Western University**

Western Student Recreation Centre, Rm 3235

1151 Richmond St.

London, ON

N6A 3K7

Tel: 519-661-3551

